

# Cat Care in Turkey

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## Abstracts

Cat Care in Turkey

### SUMMARY

Cat Care in Turkey industry profile provides top%li%line qualitative and quantitative summary information including: market share, market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The cat care market consists of the retail sale of cat food, cat litter, and cat treats & milk. The cat food segment consists of dry cat food, kitten food, and moist cat food. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Turkish cat care market had total revenues of \$20.8m in 2018, representing a compound annual growth rate (CAGR) of 6.1% between 2014 and 2018.

Market consumption volume increased with a CAGR of 4.9% between 2014%li%2018, to reach a total of 17.6 million kilograms in 2018.

Despite unstable economic conditions such as rising unemployment rates and currency depreciation the market recorded strong growth during the review period.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Turkey

Leading company profiles reveal details of key cat care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey cat care market with five year forecasts

## **REASONS TO BUY**

What was the size of the Turkey cat care market by value in 2018?

What will be the size of the Turkey cat care market in 2023?

What factors are affecting the strength of competition in the Turkey cat care market?

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### COMPANIES MENTIONED

Mars, Incorporated

Colgate-Palmolive Company

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